Data Management Framework for Insurance

NTT DaTa

Insurance Provider Enhances Its Business Intelligence, Reducing Costs and Improving Decision-Making

Business Challenge	Solution	Results
To improve analysis, reporting, and decision-making in order to grow the business, this insurance company required: • Access to centralized data • Master data on core business entities, such as agents, products, policies, and client • An integrated data layer for analytical requirements, cutting across multiple business entities and objects • Reporting and dashboard capabilities on top of the various tiers of information to enhance access to structured data • Enhanced reporting capabilities for operations, finance, sales, actuarial studies, including application analysis, policy analysis, claims analysis, and behavior	NTT DATA applied its four-step Data Management Framework for Insurance to enhance access to organized information, which included: • Centralizing data from all operations sources • Creating master data for core entities, including implementing unifying business rules • Building data marts to support sales and operational reporting • Implementing INSIGHT, an insurance-specific model providing reporting capabilities for corporate, actuarial, and infield users • Providing end-to-end build, deploy, and run management services for the entire spectrum of data warehouse/business intelligence portfolio of applications using CoE model	This insurance company enhanced its business intelligence, reduced delivery costs, and embraced new analytical capabilities, leading to: • **Reduced information delivery costs** by centralizing information and providing a consistent delivery mechanism from a single data platform • **Provided a single point of reference** to trusted data and **improved analysis** by creating master data for core business entities and by integrating information repositories • **Enabled trending and time series capabilities** using historic data across multiple years and data snapshots across various time spans

NTT DATA brought capabilities in MSBI and SAP-BO as well as team scalability using its Center of Excellence model.